



THE LASALLE

*A COMPANION CAR
TO CADILLAC*

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A COMPANION CAR TO CADILLAC

A NEW 90-DEGREE, V-TYPE EIGHT
MANUFACTURED BY CADILLAC
WITHIN ITS OWN FACTORY
AND SOLD ONLY BY
CADILLAC DEALERS

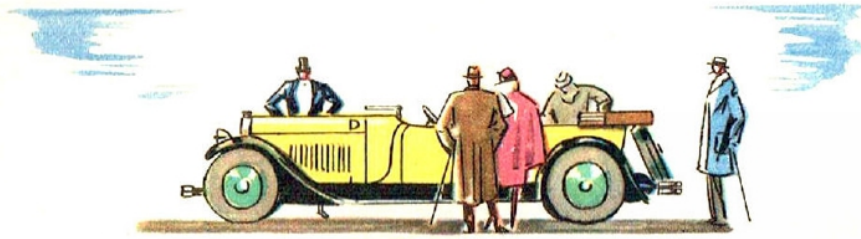


DETROIT
CADILLAC MOTOR CAR COMPANY
DIVISION OF GENERAL MOTORS





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DETROIT



CONGREGATED about a new motor car creation the public asks—What is it? Who builds it? Why is it built? The answers, in the case of the La Salle, furnish the most auspicious introduction a new car could ask.

The LaSalle is a supremely fine car of 125-inch wheelbase, with a 90-degree, V-type, eight-cylinder engine and a line of bodies which inaugurates a new era in American design.

It is manufactured by the Cadillac Motor Car Company completely within its own factories. It is designed and built to provide a companion car to Cadillac that is of genuine Cadillac calibre.

OWNERS of fine cars have long keenly felt the lack of a really suitable companion car. Smaller, lighter cars they have found in abundance.

But nowhere have they found, in a car compact enough to be of helpful service to them, that refined performance, distinguished appearance, luxury of appointments which they are accustomed to accept as indispensable factors in motoring.

The Cadillac Motor Car Company has, on its part, long been aware of its responsibility of supplying such a car. Since the qualities demanded can certainly be attained only through Cadillac fine car principles and practices, any alternative design and construction must ever involve some measure of compromise. Here was a challenge to Cadillac leadership—an opportunity to serve which Cadillac could not overlook. To defer was wholly foreign to every Cadillac tradition.

* * *

NOW, after four years of preliminary effort in the Cadillac and the General Motors Laboratories, the Cadillac Motor Car Company presents the LaSalle—a truly fine car for a distinct field of service—a genuinely meritorious car—in every sense of the proud title, Companion to the Cadillac.

THE CADILLAC MOTOR CAR COMPANY • DETROIT, U. S. A.

A PIONEER—of fine quality in its distinctive field of usefulness, of distinctly new motifs in American design—this new car amply proves its title to the LaSalle name.

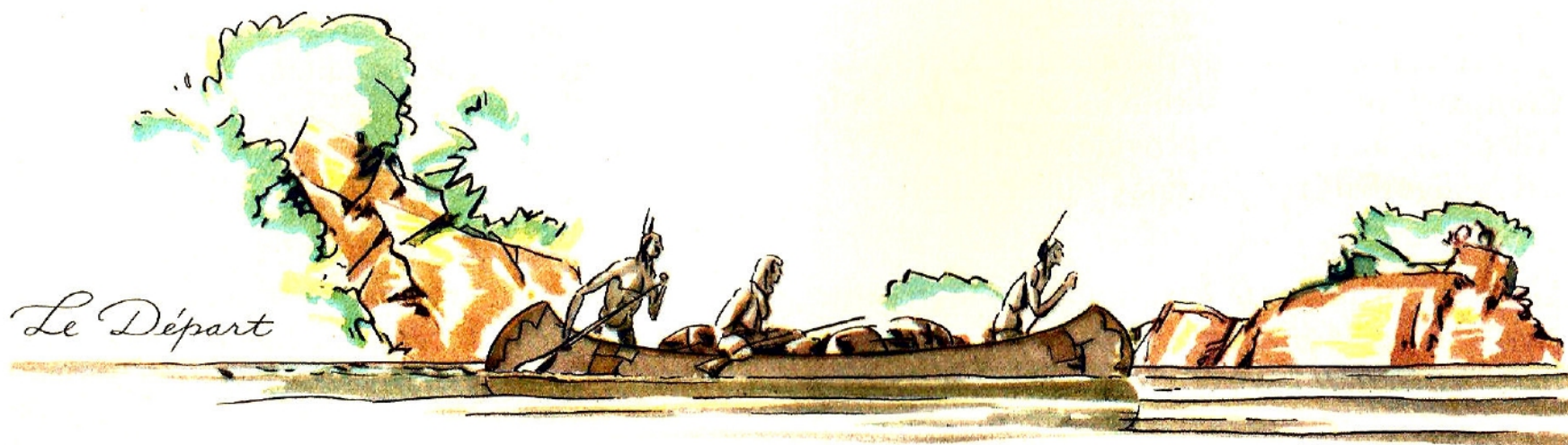
In designing it, Cadillac fully realized that a superb mechanism could not of itself completely meet the opportunity. In addition, there must be beauty, distinction—an individuality more pronounced, more pleasing, than the industry has yet attained. In coachcraft, as in chassis, fine car mastery was challenged to superlative achievement.

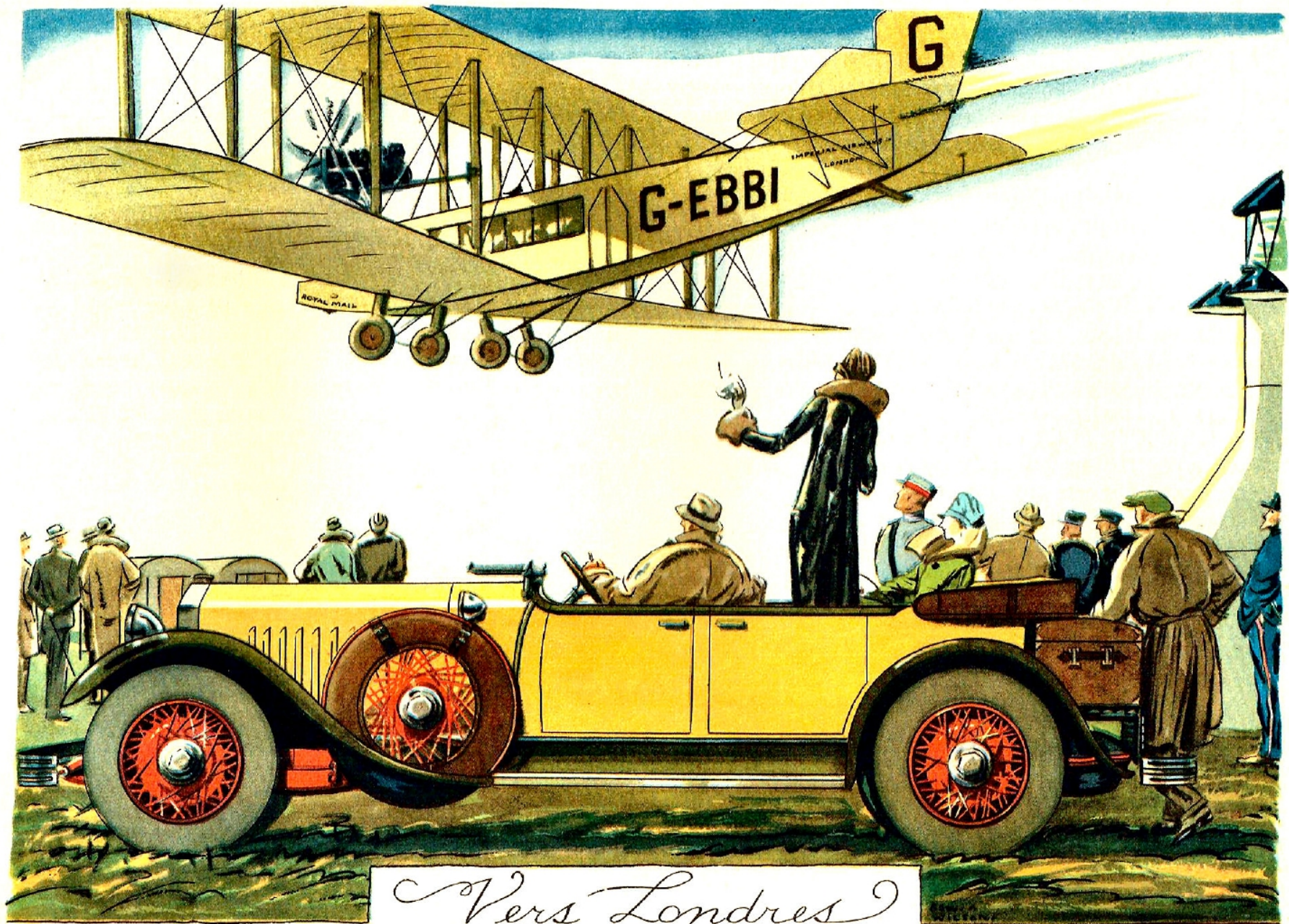
As a result, the LaSalle's refreshing departure from the conventional and the traditional instantly impresses the eye.

Here is no mere adaptation of the commonplace, but a new note—a confident, surpassing note—in moulding motor car design to highest esthetic standards.

In total effect and in specific details, the various models reveal an inspiring originality in doing things just a little differently than they have habitually been done before.

Note, for example, in the four-passenger Phaeton, the one-piece windshield folding downward above the cowl, the tailored top mounted upon natural wood and nickel, the deft moulding treatment, the high, slim radiator, the novel headlamp mounting, and the dual cowl ventilators.





Vers Londres

OF prime significance about the LaSalle is the fact that it is built by Cadillac. In its design and construction the intimate mastery of fine car requirements and possibilities, gleaned in a quarter century of successful building, finds expression.

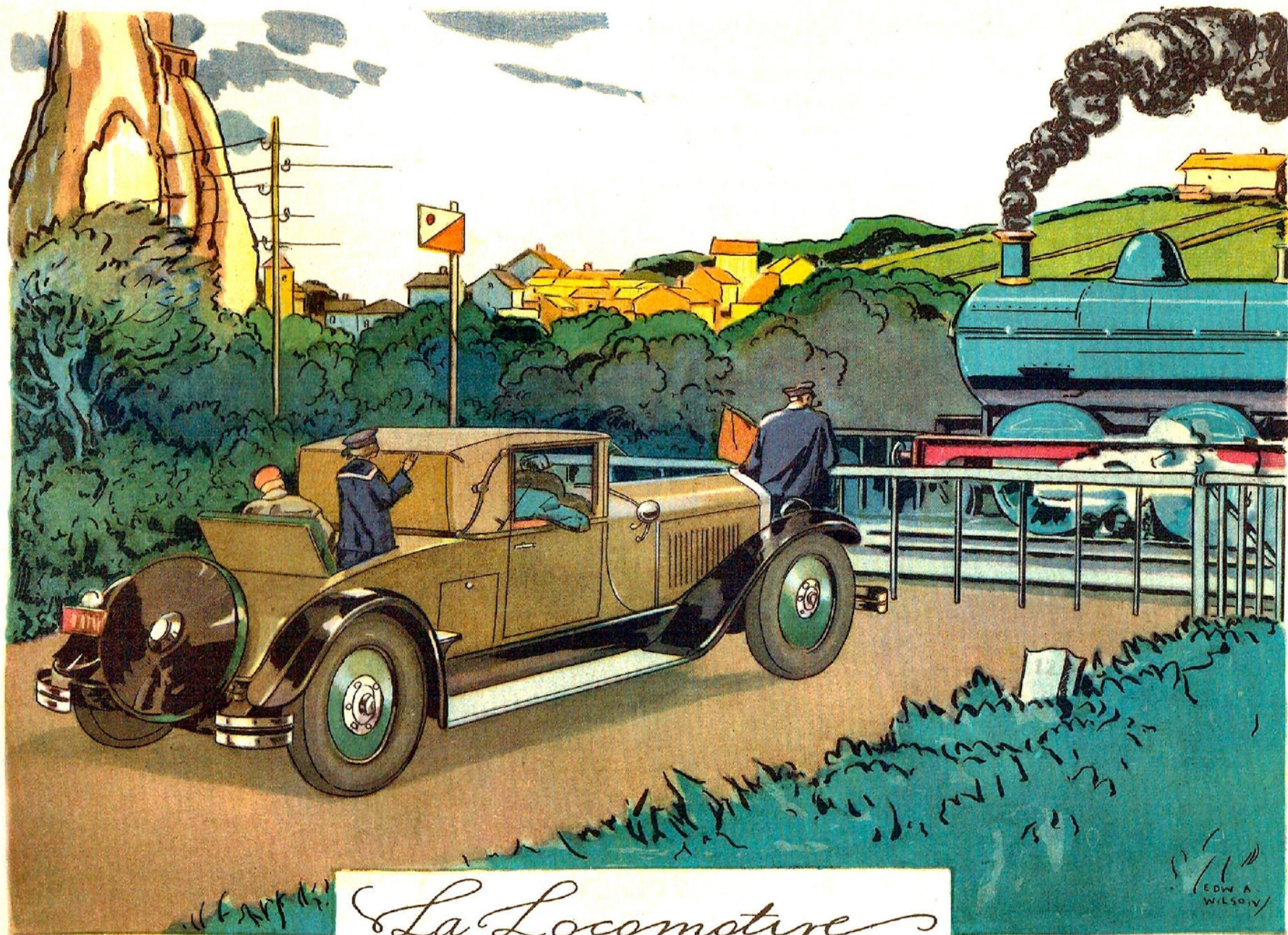
Cadillac engineers designed the LaSalle, and perfected it in their own workshops, in the vast General Motors Engineering Laboratories, upon the General Motors Proving Ground. Characteristic Cadillac manufacturing practice prevails at every step. Seasoned Cadillac craftsmen form its parts and assemble and align them.

The result is a car fully meriting rank as companion car to Cadillac, yet distinctive and worthy of highest regard on its own account.

Under its hood is an engine precisely the same in principle as the one that, for nearly fourteen years, has made Cadillac the envied leader among fine cars—a compact, simple, 90-degree, V-type, eight-cylinder power plant, precisely adapted to the LaSalle weight and dimensions. Throughout its chassis the same guiding influence is seen again and again—the influence of those ideals, those influences, and that technical mastery which have made Cadillac great.

In the Convertible Coupe—two-passenger with folding seat in the rear deck—this mechanical excellence powers a car which fully accords with its brilliant abilities.





La Locomotive



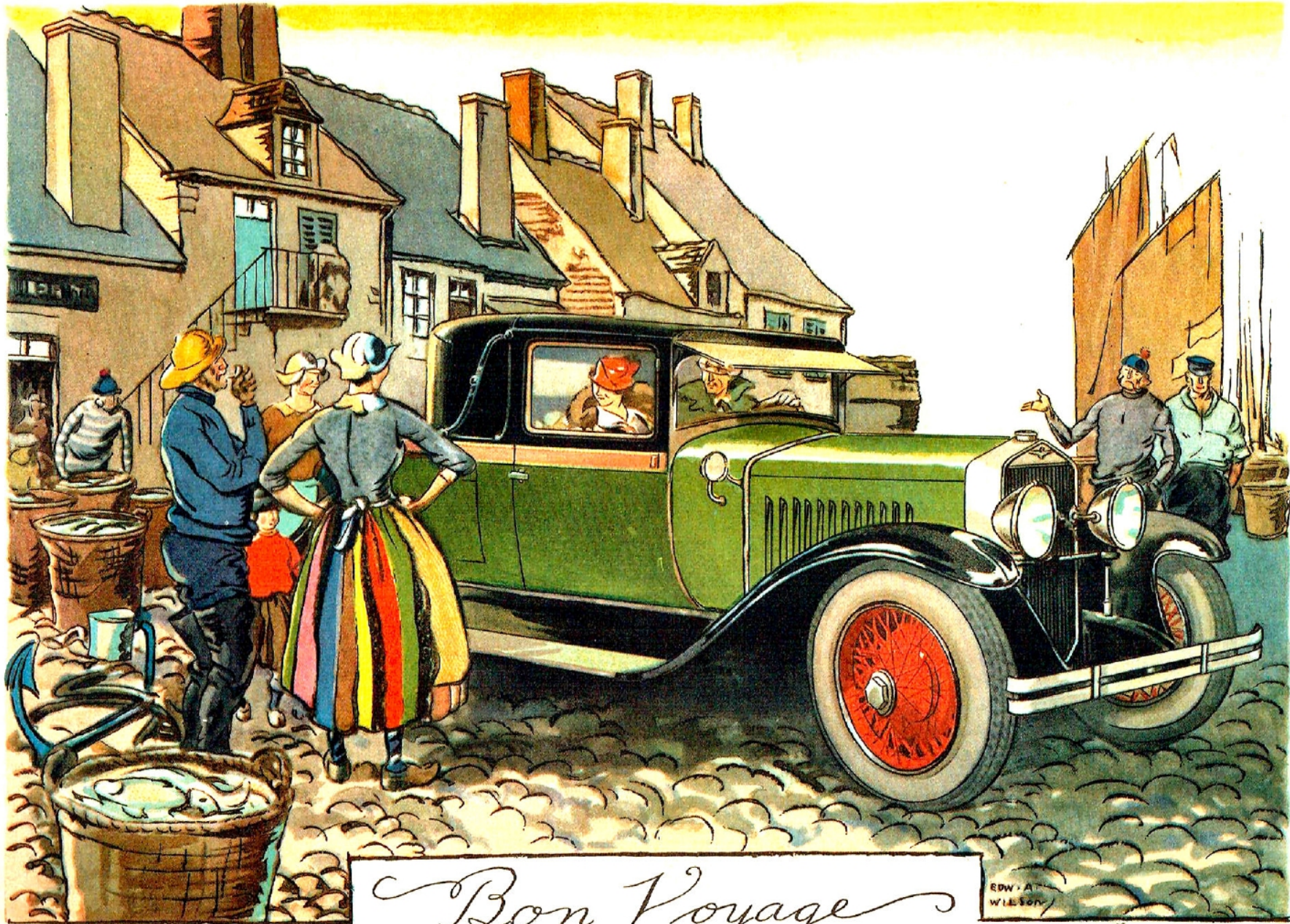
Le Sieur de La Salle

HE who inspects the LaSalle line for the first time must instinctively think of it as a new car. Carried away by its distinguished and individual beauty, he will inevitably be first impressed by its differences from the customary.

Yet, as a matter of fact, the LaSalle is attended by none of the drawbacks which usually attach to a new line of motor cars.

For it is a car whose every principle is recognized and tested and proved. It applies the familiar Cadillac type of design to a different field of usefulness. And, though that design is modified, here and there, in keeping with the type of service the LaSalle is designed to render, it is not fundamentally changed. Cadillac soundness is repeated in the LaSalle. They are companion cars, each supreme in its specific field of personal transportation.

However much the owner of a LaSalle two-passenger Coupe may pride himself upon its fresh charm and spirited performance, he is likely to prize it, not as a new car but as a tried and seasoned design newly adapted to his needs.



Bon Voyage

II

EDW. A.
WILSON



Louis XIV
L

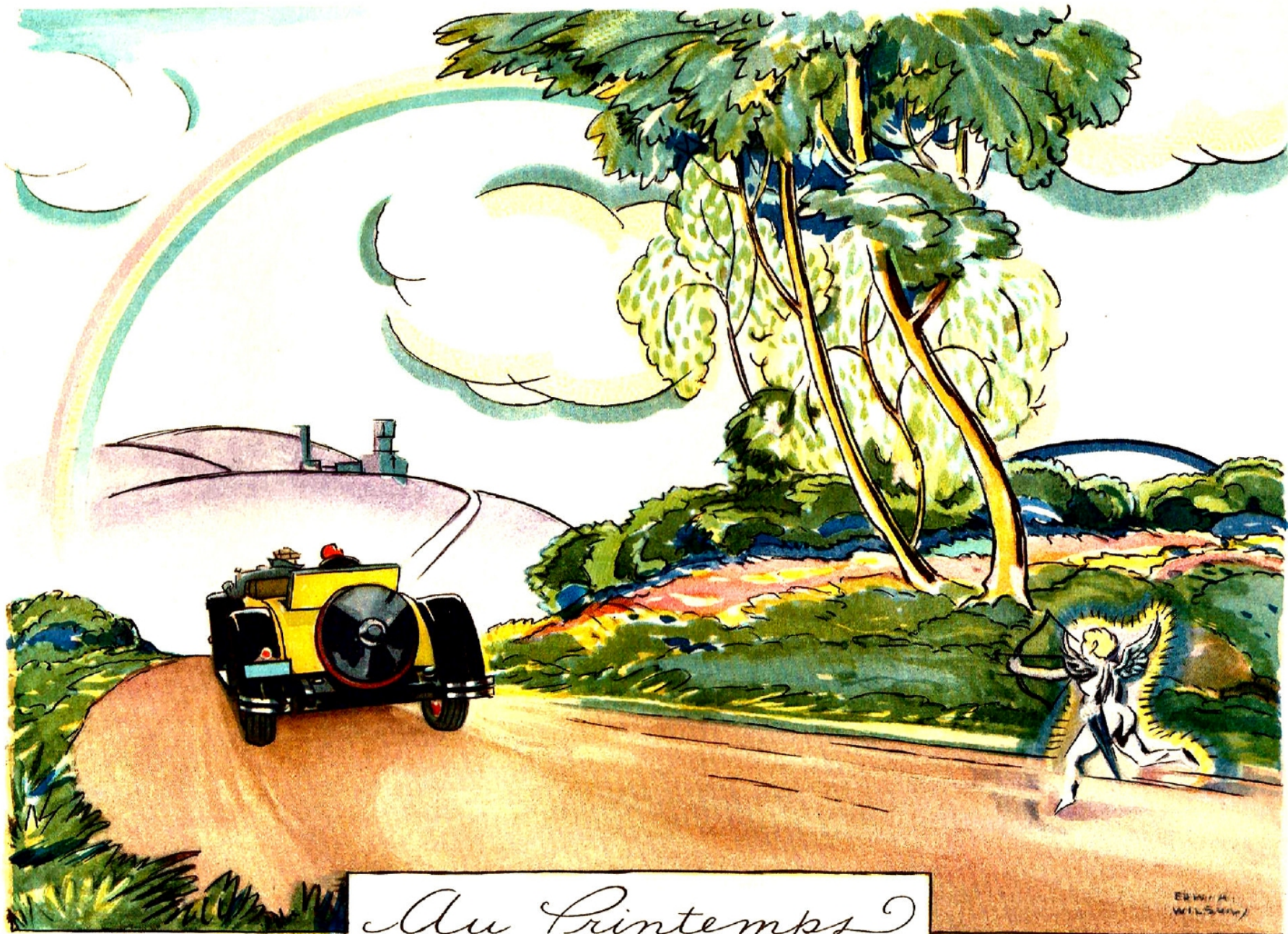
LaSalle
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STRIKINGLY beautiful as it is, the LaSalle wins even more enthusiastic plaudits for its consummate riding ease. Even those who are most meticulous in this regard acclaim it. Those accustomed to the comforts inherent in extreme length are astounded that a 125-inch wheelbase can afford such complete relaxation.

This achievement is due to the rare mastery with which Cadillac engineering principles have been modified and applied in keeping with the LaSalle's size, weight, and designated field of usefulness.

In the Roadster, this roadability is emphatically in evidence. Here the essentially fine qualities of LaSalle performance are presented in a model which from the tall radiator to the gleaming rails upon the rear deck aptly symbolizes the vigor and vitality of modern youth.





Au Printemps

EDWIN H.
WILSON



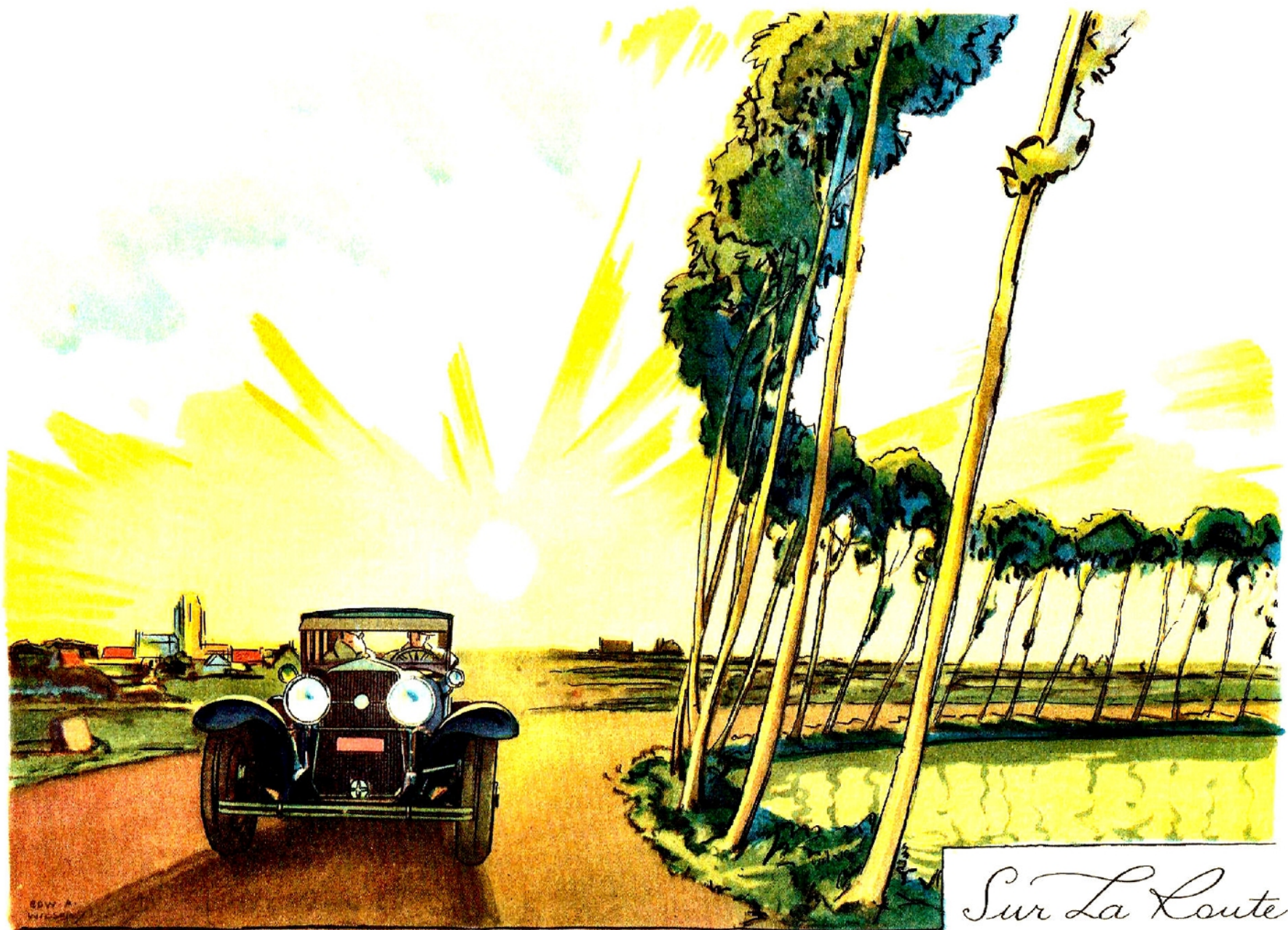
THAT inability to find a satisfactory companion car which has in the past harassed Cadillac owners, has been partly a matter of service.

They have been unwilling to own and operate any car which is not serviced on the high standards so rigorously maintained for Cadillac.

In this essential regard, too, the LaSalle is a genuine companion car to Cadillac. Manufactured wholly by Cadillac within

its own plants and sold by Cadillac dealers, it commands at the very outset a supreme service organization. Service parts for it are already stocked over the country; facilities for its maintenance are in readiness in advance of the car.

He who is privileged to own a LaSalle enjoys, therefore, the use of a general purpose car with full certainty of brilliant performance, commanding appearance, and superior service attention wherever he may request it.



Sur La Route



En Ville

CONDENSED SPECIFICATIONS

POWER PLANT

ENGINE—Compensated eight-cylinder, V-type; 90-degree angle between cylinder blocks. Engine and transmission in unit; 3-point suspension. Piston displacement 303 cubic inches. Bore $3\frac{1}{8}$ "; stroke $4\frac{1}{8}$ ". Horsepower S.A.E. rating 31.25; actually more than 75.

CYLINDERS—Cast in blocks of 4, with detachable heads.

PISTONS—Nickel-iron, close grained and long wearing; 3 rings; lower ring special oil regulating type.

CONNECTING RODS—Drop-forged alloy steel, I-beam section; side by side, two on each pin. Bearings $2\frac{3}{8}$ " x $1\frac{3}{8}$ ". Babbitt in rods.

VALVES—Inlet $1\frac{1}{2}$ ", tungsten steel; exhaust $1\frac{1}{2}$ ", silico-chrome steel. Single spring. Automatically lubricated.

CRANKCASE—Special copper alloy aluminum; non-resonant.

CRANKSHAFT—Diameter $2\frac{3}{8}$ ", length to outer ends of front and rear bearings $23\frac{1}{2}$ ". Supported on 3 main bearings, bronze-backed—Chadwick interchangeable. Crank throws 90 degrees apart, provided with compensators.

CAMSHAFT—Single hollow shaft, with 16 cams, supported on 4 bearings. Driven from crankshaft by silent chain.

CLUTCH—Multiple disc dry plate type; 11 carbon steel discs. Driving discs 5, driven by teeth in flywheel; covered on both sides with asbestos friction material; $7\frac{3}{4}$ " in diameter. Driven discs 6, carried on steel hub and drive through 6 square splines.

TRANSMISSION—Selective type with 3 speeds forward and 1 reverse. Alloy steel, oil-hardened gears and shafts. Faces of gear teeth accurately ground and ends of teeth chamfered to obtain easy and quiet gear shifting.

GASOLINE SYSTEM

SUPPLY—20-gallon fuel tank located at rear of chassis. Feed is by vacuum to smaller tank on dash.

VACUUM PUMP—Special design, located at rear of crankcase and driven by eccentric on the camshaft; provides vacuum necessary to lift gasoline to vacuum tank under all conditions.

FUEL STRAINER—Straining device, located between tank and the carburetor, cleans engine fuel before it enters the carburetor.

CARBURETOR—LaSalle design and manufacture; maximum efficiency and economy. Air valve, single jet type. Automatic thermostatic mixture control. Intake header exhaust heated. Manifold high turbulence type and assures uniform distribution.

COOLING SYSTEM

RADIATOR—Copper with cellular core; nickered casing.

WATER COOLING—Capacity $5\frac{1}{4}$ gallons. Centrifugal pump mounted on right side of engine and driven by silent chain from crankshaft. Cylinder blocks interconnected; 1 drain plug for entire system; necessary to disconnect only 3 hose couplings to remove radiator.

TEMPERATURE CONTROL—Thermostatically controlled by vertical balanced radiator shutter blades.

FAN—6 blades; driven at engine speed by a V-belt from camshaft. Hub carries gear oil pump and oil reservoir for its own lubrication.

LUBRICATING SYSTEM

ENGINE LUBRICATION—Pressure circulation system employing gear pump carried in the oil pan and driven by extension of the distributor shaft. Supply in 8-quart capacity steel reservoir with screen for cleaning oil. Oil manifold runs length of crankcase, with leads connecting main bearings, the rear camshaft bearing, the pressure gauge and filter. Hollow camshaft carries oil from rear to other camshaft bearings. Passages in crankshaft conduct oil from main bearings to connecting rod bearings. Pressure is regulated by adjustable piston valve, overflow from which lubricates chain mechanism. Valves automatically lubricated by ports in cylinder walls. Oil level gauge on top of crankcase at rear of cylinder blocks.

CRANKCASE VENTILATION—An effective and unique system which prevents contamination of crankcase oil with water and unburned fuel.

OIL FILTER—An effective filtering device for removing impurities in solid form.

ELECTRICAL SYSTEM

IGNITION—LaSalle-Delco high tension system; ignition timer with two sets of contact points, induction coil and condenser. Jump-gap type distributor.

GENERATOR—Two-pole LaSalle-Delco, mounted on right side of crankcase. Driven by same silent chain as water pump. Current regulated by automatic, thermostatic switch.

STARTING MOTOR—Four-pole LaSalle-Delco, mounted horizontally at the right side of transmission case. Has exceptionally high stalling torque.

BATTERY—LaSalle-Exide, 100-ampere hour, 6-volt, 3 cells. Carried on right-hand side of frame under front seat.

HORN—LaSalle-Remy high frequency type, mounted at left side of radiator.

LIGHTING EQUIPMENT—Two headlamps; two side lamps; new design, bullet type; and tail lamp; controlled from single lever at center of steering wheel. Stop signal lamp in unit with tail lamp, controlled by foot brake. Instrument board lighting controlled by light switch at center of steering wheel. Dome light in two-passenger Coupe, four-passenger Victoria and five-passenger Sedan.

OPERATING CONTROLS

GEAR SHIFT—Center.

FOOT BRAKES—Two independent braking systems. Mechanically operated, internal expanding on front wheels and external contracting on rear wheels. Division of pedal pull automatically proportioned between front and rear systems. Front brakes equalized when straight ahead, outer brake released on turn; 14" brake drums on all wheels.

HAND BRAKE—Internal expanding on rear wheels and will not require adjustment during life of brake lining.

STEERING GEAR—LaSalle design, worm and sector, completely adjustable; reduction 16 to 1. Steering wheel 18" in diameter, rubber composition with steel reinforcement; aluminum die cast hub and spokes.

ENGINE CONTROLS—Accelerator at right of brake pedal. Hand throttle lever built into central portion of steering wheel.

AUTOMATIC SPARK CONTROL—With manual lever located on instrument board directly in front of steering column.

INSTRUMENT BOARD—Special die cast panel, fitted with push-and-pull type ignition switch, fuel gauge, ammeter, gasoline quantity gauge, speedometer, oil pressure gauge, carburetor enriching button, clock, motor heat meter and cigar lighter.

MISCELLANEOUS

AXLES—Rear axle; LaSalle design, three-quarter floating type with helical bevel gear and pinion. Shafts and pinion are alloy steel forgings. Front axle, reversed Elliott type; drop-forged special alloy steel with inclined king bolts. Drop-forged steering spindles with ball thrust bearing at lower end.

DRIVE—Solid steel propeller shaft $1\frac{9}{16}$ " in diameter, turns in torque tube which completely seals assembly. Rear end rigidly connected to rear axle by splined sleeve; front end, to transmission shaft, through universal joint. Torque tube is bolted to differential carrier at rear, and front end pivoted in ball-and-socket joint at rear of the transmission. Transmits drive of rear wheels to chassis and absorbs torque reactions due to acceleration or brakes.

FENDERS—One-piece metal; oval contour.

FENDER WELLS—Optional, at extra charge.

FRAME—Side bar channel section with wide top flange, carbon steel, maximum depth of side members $6\frac{1}{2}$ "; 4 channel cross members; 2 tubular cross members and rear motor supports.

SPRINGS—Semi-elliptic suspension. Rear shackle tension type provided with ball-and-socket joint. Watson Stabilators are standard equipment. Front springs 39" x 2"; rear 58" x 2".

TIRES—32" x 6.00" cord balloon.

TIRE CARRIER—Rim type mounted at rear of chassis.

TOOLS—Complete set of tools in compartment under front seat.

WHEELBASE—125".

WHEELS—Artillery type, 20" diameter, 12 hickory spokes with steel felloe; demountable split type rim. Disc wheels having rim integral, optional. Wire wheels optional, at extra charge.

The Cadillac Motor Car Company reserves the right to make changes in specifications at any time without incurring any obligation to install same on cars previously sold



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